CONTENTS

Prologue: Never Get High on Your Own Supply 1

PART 1

WHAT IS BEHAVIORAL ADDICTION AND WHERE DID IT COME FROM?

- 1. The Rise of Behavioral Addiction 13
- 2. The Addict in All of Us 46
- 3. The Biology of Behavioral Addiction 68

PART 2

THE INGREDIENTS OF BEHAVIORAL ADDICTION

(OR, HOW TO ENGINEER AN ADDICTIVE EXPERIENCE)

- 4. Goals 93
- 5. Feedback 121
- 6. Progress 147

- 7. Escalation 167
- 8. Cliffhangers 191
- 9. Social Interaction 214

PART 3

THE FUTURE OF BEHAVIORAL ADDICTION (AND SOME SOLUTIONS)

- 10. Nipping Addictions at Birth 237
- 11. Habits and Architecture 263
- 12. Gamification 293

Epilogue 317 maissina istoresista to vaciois ed T.E.

Acknowledgments 321

Notes 323 NUMA MARQUARER TO STANDING SECTION SHIP

Index 345